Urdu Style Guide

For

Microsoft Products

Urdu Style Guide

Contents

What's New?

Last Updated: February 2011

New Topics

The following topics were added:

- n/a

Updated Topics

The following topics were updated:

- n/a

Introduction

This Style Guide went through major revision in February 2011 in order to remove outdated and unnecessary content. It contains information pertaining to all Microsoft products and services.

About This Style Guide

The purpose of this Style Guide is to provide everybody involved in the localization of Urdu Microsoft products with Microsoft-specific linguistic guidelines and standard conventions that differ from or are more prescriptive than those found in language reference materials. These conventions have been adopted after considering context based on various needs, but above all, they are easy to follow and applicable for all types of software to be localized.

The Style Guide covers the areas of formatting, grammatical conventions, as well as stylistic criteria. It also presents the reader with a general idea of the reasoning behind the conventions. The present Style Guide is a revision of our previous Style Guide version with the intention of making it more standardized, more structured, and easier to use as a reference.

The guidelines and conventions presented in this Style Guide are intended to help you localize Microsoft products and materials. We welcome your feedback, questions and concerns regarding the Style Guide. You can send us your feedback via the Microsoft Language Portal feedback page.

Scope of This Document

This Style Guide is intended for the localization professional working on Microsoft products. It is not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has preference or deviates from standard practices for Urdu localization.

Style Guide Conventions

In this document, a plus sign (+) before a translation example means that this is the recommended correct translation. A minus sign (-) is used for incorrect translation examples.

In Microsoft localization context, the word *term* is used in a slightly untraditional sense, meaning the same as e.g. a segment in Trados. The distinguishing feature of a term here is that it is translated as one unit; it may be a traditional term (as used in terminology), a phrase, a sentence, or a paragraph.

References to interface elements really only refer to translatable texts associated with those interface elements.

Example translations in this document are only intended to illustrate the point in question. They are not a source of approved terminology. Always check for approved translation in the Microsoft terminology database.

Sample Text

معیاربندی کا پہلا ایسا سیمینار سمتمبر 1998ء میں نیشنل یونیورسٹی فاسٹ لاہور میں منعقد ہوا۔ مجھے اس میں شرکت کا موقع ملا۔ صدارت پر بھی براجمان ہوا۔ مقامی کمیٹی کا انچارج بنا۔ لیکن معیار بندی کے لیے کوئی راستہ نہ نکلا۔ اگلے اجلاس مقتدرہ قومی زبان میں شروع کیے۔ یہاں ستمبر 1999ء میں شعبہ "اردو اطلاعیات" کی بنیاد رکھی گئی اور یوں معیاری کلیدی تختے اور معیاری ایسکی کوڈ پلیٹ کی تیاری کا کام انجام پایا۔ اس وقت

کی تمام کمیٹیوں کے ارکان رضاکارانہ کام کرتے تھے۔ اپنے اپنے اخراجات پر آتے جاتے رہتے۔ بالآخر 5 جون 1999ء کو ایسکی کوڈ پلیٹ کے ورژن 1-1 کا تعارفی سیمینار مقتدرہ قومی زبان کی طرف سے منعقد کیا۔ اس کی صدارت ڈاکٹر قدیر خان نے کی اور مہمان خصوصی وفاقی وزیر یاسین وٹو تھے۔ کابینہ سیکرٹری اے ڈبلیو قاضی آخری اجلاس میں موجود تھے۔ کلیدی تختہ حتمی صورت میں تعدد شماری کی بنیاد پر سامنے آیا۔ نادرا میں آزمایا گیا اور بالآخر 14 دسمبر 1999ء کوجاری کر دیا گیا۔ اس کلیدی تختے پر دیگر پاکستانی زبانون کے اداروں سے اتفاق رائے حاصل کیا گیا ۔۔ اردو اطلاعیات کی تاریخ انہیں ہمیشہ یاد رکھے گی۔

(Reference حوالہ : ڈاکٹر عطش درانی، اردو اطلاعیات، جلد اول، مقتدرہ قومی زبان، اسلام آباد، 2008)

ڈاکٹر عطش درانی،

مکان نمبر 1، درانی سٹریٹ

بنی گالہ، اسلام آباد، 44000

فون نمبر: 0300 5555555

14 دسمبر 1999ء

(Extract from my own Book – Dr. Attash Durrani, author of this Style Guide)

Recommended Reference Material

1. ڈاکٹر جمیل جالبی، قومی انگریزی اردو لغت، مقتدرہ قومی زبان، اسلام آباد
2. Glossary of Common Words by Microsoft
3. Electronic Dictionary of Localization of Computer Applications A Standard tool, National Language Authority, 2004, Islamabad, Pakistan.

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is allowed in these sources, look for the recommended one in other parts of the Style Guide.

1. اردو املا و رموز اوقاف، مقتدرہ قومی زبان، اسلام آباد
2. ڈاکٹر عصمت جاوید، نئی اردو قواعد، ترقی اردو بیورو، نئی دہلی

Informative References

These sources are meant to provide supplementary information, background, comparison, etc.

- ڈاکٹر عطش درانی، اصطلاحات سازی، انجمن شرقیہ علمیہ، اسلام آباد طبع دوم، 1994

Language Specific Conventions

This part of the style guide contains information about standards specific to Urdu.

Country/Region Standards

Characters

Country/region	Pakistan
Lower-case characters	n/a
Upper-case characters	n/a
Characters in caseless scripts	ا, آ, ب, بھ, پ, پھ, ت, تھ, ٹ, ٹھ, ث, ج, جھ, چ, چھ, ح, خ, د, دھ, ڈ, ڈھ, ذ, ر, رھ, ڑ, ڑھ, ز, ژ, س, ش, ص, ض, ط, ظ, ع, غ, ف, ق, ک, کھ, گ, گھ, ل, لھ, م, مھ, ن, نھ, ں, نھ, و, وھ, ہ, ۃ, ء, ی, یھ, ے
Extended Latin characters	n/a
Note on alphabetical order	All these characters are used in Urdu text and Collating Order is Standardized by National Language Authority, Islamabad Pakistan.
Total number of characters	58
Unicode codes	
Notes	Some people use following characters as alphabets. ا, ب, پ, ت, ٹ, ث, ج, چ, ح, خ, د, ڈ, ذ, ر, ڑ, ز, ژ, س, ش, ص, ض, ط, ظ, ع, غ, ف, ق, ک, گ, ل, م, ن, ں, و, ہ, ء, ی, ے (آ،ۃ، ھ ن) .

Date

Country/region	Pakistan
Calendar/Era	Georgian
First Day of the Week	Monday
First Week of the Year	The week that contains January 1
Separator	/
Default Short Date Format	dd/MM/yy
Example	17/03/11
Default Long Date Format	yyyy MMMM dddd

Country/region	Pakistan
Example	17 مارچ 2011ء
Additional Short Date Format 1	N/A
Example	N/A
Additional Short Date Format 2	N/A
Example	N/A
Additional Long Date Format 1	N/A
Example	N/A
Additional Long Date Format 2	N/A
Example	N/A
Leading Zero in Day Field for Short Date Format	yes
Leading Zero in Month Field for Short Date Format	yes
No. of digits for year for Short Day Format	2
Leading Zero in Day Field for Long Date Format	n/a
Leading Zero in Month Field for Long Date Format	n/a
Number of digits for year for Long Day Format	4
Date Format for Correspondence	dd/MM/yyyy
Example	17/03/2011
Notes	• If the weekday must be mentioned, the following format is used: [weekday], dd mmmm yyyy.

Country/region	Pakistan
Abbreviations in Format Codes	**d** is for day, number of d's indicates the format (d = digits without leading zero, dd = digits with leading zero, ddd = the abbreviated day name, dddd = full day name) **M** is for month, number of M's gives number of digits. (M = digits without leading zero, MM = digits with leading zero, MMM = the abbreviated name, MMMM = full name) **y** is for year, number of y's gives number of digits (yy = two digits, yyyy = four digits)

Time

Country/region	Pakistan
24 hour format	No
Standard time format	h:mm:ss
Standard time format example	03:24:12 PM
Time separator	colon (:)
Time separator examples	03:24:12
Hours leading zero	yes
Hours leading zero example	03:24:12
String for AM designator	AM (English Text only)
String for PM designator	PM (English Text only)
Notes	Milliseconds are separated by a comma: 03:24:12,09

Days

Country/region: Pakistan

Day	Normal Form	Abbreviation
Monday	سوموار	n/a
Tuesday	منگل	n/a
Wednesday	بدھ	n/a
Thursday	جمعرات	n/a
Friday	جمعہ	n/a
Saturday	ہفتہ	n/a

Day	Normal Form	Abbreviation
Sunday	اتوار	n/a

First Day of Week: Monday

Is first letter capitalized?: No

Notes: n/a

Months

Country/region: Pakistan

Month	Full Form	Abbreviated Form	Long Date Form
January	جنوری	جنوری	جنوری
February	فروری	فروری	فروری
March	مارچ	مارچ	مارچ
April	اپریل	اپریل	اپریل
May	مئی	مئی	مئی
June	جون	جون	جون
July	جولائی	جولائی	جولائی
August	اگست	اگست	اگست
September	ستمبر	ستمبر	ستمبر
October	اکتوبر	اکتوبر	اکتوبر
November	نومبر	نومبر	نومبر
December	دسمبر	دسمبر	دسمبر

Is first letter capitalized?: No

No

Notes: No Abbreviations are used in Urdu.

Numbers

In Urdu, numbers are written in three digits. They must be separated by comma (،), Hamza character is used for decimals.

Phone Numbers

Country/ region	International Dialing Code	Area Codes Used?	Number of Digits – Area Codes	Separator	Number of Digits – Domestic	Digit Groupings – Domestic
Pakistan	+92	Yes	3 to 6	None	3 (+) 7	+92 ### #######
Country/ region	**Number of Digits – Local**	**Digit Groupings – Local**	**Number of Digits – Mobile**	**Digit Groupings – Mobile**	**Number of Digits – International**	**Digit Groupings – International**
Pakistan	5-8	#######	11	#### #######	12	+92-### #######

Addresses

Country/region: Pakistan

Disclaimer: Please note that the information in this entry should under no circumstances be used in examples as fictitious information.

Address Format:

1. Full Name [Title/First Name Middle Name Last Name]

2. Full Address [House Number/Street Number/Mouhalla/Post Office Address/Sector]

5. City [Village/District] Name

6. Postal Code

7. Country

Example Address:

ڈاکٹر عبدالغفور بھٹی
90 گلبرگIII
لاہور
54810
پاکستان

Local Postal Code Format: XXXXX

Notes: Only digits are used in Postal Codes of Pakistani Cities.

Currency

Country/region	Pakistan
Currency Name	Rupee - روپیہ
Currency Symbol	Rs.

Currency Symbol Position	The currency is always displayed before the amount in English, The currency is always displayed after the amount in Urdu/Punjabi
Positive Currency Format	Rs. 123,456
Negative Sign Symbol	- (minus symbol)
Negative Currency Format	- Rs. 123,456
Decimal Symbol	, (comma)
Number of Digits after Decimal	2
Digit Grouping Symbol	space
Number of Digits in Digit Grouping	3
Positive Currency Example	Rs. 123 456 789,00.
Negative Currency Example	- Rs. 123 456 789,00.
ISO Currency Code	PKR
Currency Subunit Name	Paisa (Not used anymore)
Currency Subunit Symbol	N/A
Currency Subunit Example	N/A

Digit Groups

Country/region: Pakistan

Decimal Separator:

ء (in Urdu)

Decimal Separator Description:

Hamza (If Urdu digits are used in Urdu Text)

Period (If Latin digits are used in Urdu Text)

Decimal Separator Example:

۹۵ء۱۳

95.13

Rs. 2.50

Thousand Separator: Space

Thousand Separator Description: Space

Thousand Separator Example: 123 456 789,00

Notes: In currency only Period is used.

Measurement Units

Metric System Commonly Used?: Yes

Temperature: Celsius

Category	English	Translation	Abbreviation
Linear Measure	Kilometer	کلو میٹر	Not required
	Meter	میٹر	Not required
	Decimeter	ڈیسی میٹر	Not required
	Centimeter	سینٹی میٹر	Not required
	Millimeter	مٹی میٹر	Not required
Capacity	Hectoliter	ہیکٹو لیٹر	Not required
	Liter	لیٹر	Not required
	Deciliter	ڈیسی لیٹر	Not required
	Centiliter	سینٹی لیٹر	Not required
	Milliliter	ملی لیٹر	Not required
Mass	Ton	ٹن	Not required
	Kilogram	کلو گرام	Not required
	Pound	پاؤنڈ	Not required
	Gram	گرام	Not required
	Decigram	ڈیسی گرام	Not required
	Centigram	سینٹی گرام	Not required
	Milligram	ملی گرام	Not required
English Units of Measurement	Inch	انچ	Not required
	Feet	فٹ	Not required
	Mile	میل	Not required
	Gallon	گیلن	Not required

Notes: n/a

Percentages

For referring to Percentage of something, either the sign (%) is used after the digit or Percentage itself is written in Urdu.

Sorting

Sorting rules	Non-alphabetical characters (i.e. symbols like @ ! #) sort before the letters of the alphabet. Digits sort after the non-alphabetical characters and before the letters of the alphabet.
Character sorting order	ا (1575); آ (1570); ب (1576); بھ (1576; 1726); پ (1662); پھ (1662; 1726); ت (1578); تھ (1578; 1726); ٹ (1657); ٹھ (1657; 1726); ث (1579); ج (1580); جھ (1580; 1726); چ (1670); چھ (1670; 1726); ح (1581); خ (1582); د (1583); دھ (1583; 1726); ڈ (1672); ڈھ (1672; 1726); ذ (1584); ز (1586); رھ (1585; 1726); ڑ (1681); ڑھ (1681; 1726); ز (1586); ژ (1688); س (1587); ش (1588); ص (1589); ض (1590); ط (1591); ظ (1592); ع (1593); غ (1594); ف (1601); ق (1602); ک (1705); کھ (1705; 1726); گ (1711); گھ (1711; 1726); ل (1604); لھ (1604; 1726); م (1605); مھ (1605; 1726); ن (1606); نھ (1606; 1726); ں (1722); نھ (1606; 1726); و (1608); وھ (1608; 1726); ہ (1729); ۃ (1577); ء (1569); ی (1740); یھ (1740; 1726); ے (1746)
Examples of sorted words	@ 3 " اتوار اٹل اٹھتر اثبات اختیار افزوں آپ آغاز باقی بیدار بھاؤ تنصیب داخل دیہات دھکیل مصنوعہ نوعیت ہیئت

Geopolitical Concerns

Part of the cultural adaptation of the US-product to a specific market is the resolving of geopolitical issues. While the US-product should have been designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references may occur

Some of these issues are relatively easy to verify and resolve: the objective should be for the localizer to always have the most current information available. Maps and other graphic representations of countries/regions and regions should be checked for accuracy and existing political restrictions. Country/region, city and language names change on a regular basis and need to be checked, even if previously approved.

A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, body and hand gestures.

Guideline

As country/region and city names can change, please use the most up-to-date Urdu list for every release of your product.

Grammar, Syntax & Orthographic Conventions

This section includes information on how to apply the general rules of the Urdu language to Microsoft products and documentation.

Adjectives

In Urdu, adjectives should be handled in the following manner.

General wording rules. Adjectives are also considered nouns.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Urdu, possessive adjectives are handled generally.

Articles

This section does not apply to Urdu.

Capitalization

This section does not apply to Urdu.

Compounds

This section does not apply to Urdu.

Gender

"ی" for feminine is used after a masculine name. But there are also some different styles.

Example:**میں اخبار نہیں پڑھتا ہوں**(+)

Genitive

This section does not apply to Urdu.

Modifiers

This section does not apply to Urdu.

Nouns

Many languages differentiate between different noun classes based on features such as animacy, shape, gender, and so on. English loan words must be integrated into the noun class system of your language. When faced with an English loan word not previously used in Microsoft products, consider the following options:

- **Motivation**: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of your language?
- **Analogy**: Is there an equivalent Urdu term that could be used to justify the noun class the noun gets assigned to?
- **Frequency**: Is the term used in other technical documentation? If so, what noun class is it assigned to most often? The Internet may be a helpful reference here.

If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product. Please consult with your translation team lead and team members to decide what noun class to assign.

English example	**Urdu example**
Delete it from server.	اسے سرور سے حذف کریں۔
Enter a password to log into the server	سرور میں داخل ہونے کے لیے فائل نام داخل کریں
DNS cannot resolve the server IP address	**DNS**سرور **IP**پتا حل نہیں کر سکتا۔
Verify the name of the server's certificate	سرور تصدیق نامہ کے نام کی تصدیق کریں۔

The examples below show how English loanwords inflect for number in Urdu.

English example	Urdu example
Clients	گاہک
Websites	ویب سائٹیں
Downloads	ڈاؤن لوڈ
Proxys	پراکسی
Administrators	منتظم

Plural Formation

Singulars are also used as plural and “ات’, "ایں" and "وں" plural forms like "اخبارات',' اخباریں"and "وں" in induction form like -"اخباروں"

Prepositions

Pay attention to the correct use of the preposition in translations. Influenced by the English language, many translators omit them or change the word order.

US Expression	Urdu Expression	Comment
service request	(+) خدمات درخواست (-) درخواست خدمات	The translation is opposite of the correct one and is not correct.

Pronouns

Please use the following pronouns in Urdu text.

(+)وہ، تو، تم، آپ، میں، ہم

Punctuation

Small Dash (-) is used after the end of sentence, it should be noted, Urdu does not use full stop.

Example (+)-مسل کھولنے کے لیے پاس ورڈ داخل کریں

Comma ، (Urdu comma)

Comma is used for separating the words, bringing pauses in sentences.

Example (+)احمد، محمود، قاسم

Colon : **(Urdu colon)**

Use colons to show the following list or names in order.

Example: (+) مندرجہ ذیل کریں:

Dashes and Hyphens

Three different dash characters are used in English:

Hyphen

This section does not apply to Urdu.

En Dash

This section does not apply to Urdu.

Em Dash

This section does not apply to Urdu.

Ellipses (Suspension Points)

This section does not apply to Urdu.

Period

US English uses a period as the decimal separator, while many other languages use a comma. In Urdu character Hamza ء (If Urdu digits are used in Urdu Text) or Period . (If English digits are used in Urdu Text). Do not use a space for this purpose as a space separates the numeral from the abbreviation.

In paper sizes (the last example in the table below) the decimal separator and the abbreviation "in" for inches are kept, since the sizes are US norms and should be represented accordingly.

Examples:

English example	Urdu example
5.25 cm	5.25 سینٹی میٹر
5 x 7.2 inches	5 x 7.2 انچ
Letter Landscape 11 x 8.5 in	11 x 8.5 in افقی Letter

Quotation Marks

In US source strings, you may find software references surrounded by English quotation marks. As same as English is followed in Urdu

Example:

(+)قائد اعظم نے ایک پیغام دیا۔ "ایمان، اتحاد، تنظیم۔"

Parentheses

In English, there is no space between the parentheses and the text inside them.

Example:

(+)وہ اختیار منتخب کریں جو یہ موثر طریقے سے بتائے کہ آپ کمپیوٹر کیوں بند (Shutdown) کرنا چاہتے ہیں۔

(+) مزید معلومات کے لئے (0800 000000) ڈائل کریں۔

Singular & Plural

Singular may be used as plural in Urdu.

Example: (+) ہم نے اخبار پڑھے ۔

Split Infinitive

This section does not apply to Urdu.

Subjunctive

This section does not apply to Urdu.

Symbols & Non-Breaking Spaces

This section does not apply to Urdu.

Syntax

In Complex sentence only the first noun part of the 1st clause remains at first in Urdu but the second part of the first clause of the English sentence goes at the end of last clause and all the remaining clauses are reversed:

Example:

(+)اکبر اپنے ملک کے نمائندے کے طور پر، بحیثیت مسلمان، شریک ہونا چاہتا ہے۔

Verbs

Be consistent in how you translate verbs in error messages. If it is grammatical to omit the predicate “be” in your language, you can omit it in error messages, but you should be consistent in your usage across all error messages. Be concise without changing the meaning of the source string.

English example	Urdu example	Explanation
The document is too large. Document too large.	(+)دستاویز بہت بڑی ہے۔ بہت بڑی دستاویز	Be consistent in your usage of the verb “to be”
Access was denied. Access denied.	(+)رسائی سے انکار کیا گیا تھا۔ رسائی سے انکار۔	In complete sentences, use verbs and the same tense as in the source string.

English example	Urdu example	Explanation
The file '%s' is an unknown graphics format.	(+)فائل '%s' نامعلوم گرافکی وضع میں ہے۔	Rephrase "is" with "have" if necessary to produce an appropriate translation.
The application may attempt to convert the graphic.	(+)ہو سکتا ہے ایپلی کیشن گرافی کو بدلنے کی کوشش کرے	may (+) Verb can be rephrased as Verb (+) possibly
A problem occurred while trying to connect to the network share '%1!s!'.	(+)نیٹ ورک حصہ داری '%1!s!' سے جڑنے کے دوران ایک مسئلے کا سامنا ہوا	Shorten and rephrase if necessary to "A problem occurred while connecting to the network share '%1!s!'
The following error occurred: '%1!s!' (error #%2!lx!)	(+)درج ذیل نقص واقع ہوا ہے '%1!s!' : (error #%2!lx!)	Shorten this construction where possible, e.g. Error: '%1!s!' (error #%2!lx!).
An unknown error has occurred./ No error occurred.	(+)ایک نامعلوم نقص واقع ہوا ہے۔/ کوئی نقص واقع نہیں ہوا۔	Shorten this construction where possible, e.g. Unknown error. / No error

Continuous operations are usually expressed in English with a gerund, which should be translated into Urdu.

Word Order

This section does not apply to Urdu.

Style and Tone Considerations

This section focuses on higher-level considerations for audience, style, tone, and voice.

Audience

Please take the target audience into account when translating Microsoft products. For example, translation of learning materials targeted at new users should be more direct and friendly than that of IT Pro materials, which should be more formal.

Style

Do not use colloquial, slang, local, poetic, rare words and expressions or other words and expressions, which do not belong to standard literary language.

Tone

In general please use formal tone, though in online materials the tone can be friendlier.

Voice

In Urdu, the word "you" is translated for both singular and plural in formal usage. However for informal usages, we have the word "تو" which is used instead of "شما". Like English language, "شما" is used for both genders.

Example:

English	Translation
You are now connected to the Internet.	(+)اب آپ انٹرنیٹ سے جڑے ہیں

Localization Guidelines

This section contains guidelines for localization into Urdu.

General Considerations

The localized text should be as if it was originally written in Urdu. It has to be accurate, correct and clear. To achieve that try to avoid wordiness and word-by-word translation.

Accuracy: As a rule all English text needs to be translated. In some cases though, text can be omitted or added; there should be a specific reason for that and you might need to check it with project team. The translated text will correctly reflect product functionality.

Localization: Localization means that the translated text needs to be adapted to the to the local language, customs and localization standards. For example, in many cases you would need to use Urdu names rather than English, e.g. Edward — Hamid, New York — Islamabad. Do not translate every word, but use the style that is natural for Urdu.

Consistency: Please ensure that all terminology is used consistently both within one component and across different components (software, help, documentation). In most cases terminology needs to be consistent also across different products. Moreover please use consistent style and register and translate similar phrases consistently.

Abbreviations

This section does not apply to Urdu.

Accessibility

Microsoft provides people with disabilities (single-handed or with hearing or motion disabilities) with more accessible products and services. These may not be available in Urdu. Please check with your Microsoft contact and remove these references from Urdu text if necessary.

Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), OLE (Object Linking and Embedding), or RAM (Random Access Memory).

Localized Acronyms

Acronyms are not common in the Urdu, although some of the western acronyms have been transliterated in Urdu. For example: “OPEC” is spelled and pronounced and written in Urdu as “اوپیک”. As far as Microsoft’s style in this regards is concerned, the acronym should be as it is in English and followed by the translation in the full form. For example, “RAM” should be spelled as is and followed by, “ریم” between parentheses. This is the practice to introduce a term or to give the user the chance and the time to get familiar with a new term which was not long

ago absent from any Urdu dictionary. And this is what we recommend you do with acronyms - and sometimes abbreviations.

Unlocalized Acronyms

However, some acronyms remain in English and are not translated nor transliterated for some or all of the following reasons:

1. The acronym is so well established as an English word that it has been standardized as such.
2. Transliterating an acronym would result in an unacceptable word in Urdu.

Note: It is acceptable in some cases to present acronyms fully in English in the documentation, followed by its full spelling in English.

For example: ANSI (American National Standards Institute).

When dealing with acronyms that appear in Software UI, like dialogs and menus, spacing constraints should be considered. If the space doesn't permit using the above practice, the English acronym should be used.

For example: ANSI

Applications, Products, and Features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™). Before translating any application, product, or feature name, please verify that it is in fact translatable and not protected in any way.

In Urdu, the product names and trademarks are not translated and are used in English.

Frequent Errors

Source	Translation	Fix	Comment
Show or hide an image	(-) تصویر کو چھپائیں یا دکھائیں	(+)نقش کو چھپائیں یا دکھائیں	The translation was made on transliteration bases.
To resolve this problem, enter a valid product key.	(-) اس مسئلہ کو حل کرنے کے لیے، ایک صحیح مصنوعہ کی کلید داخل کریں۔	(+)اس مسئلہ کو حل کرنے کے لیے، صحیح مصنوعہ کلید داخل کریں۔	There was miss placement of phrases and words.

Glossaries

You can find the translations of terms and UI elements of Microsoft products at Microsoft Language Portal (http://www.microsoft.com/Language/en-US/Default.aspx).

Fictitious Information

Fictitious content is legally sensitive material and as such cannot be handled as a pure terminology or localization issue. Below is some basic information and contact points when dealing with fictitious content:

Vendors and Localizers are not allowed to create their own fictitious names. You must either use the source names or use the list of legally approved names.

Please contact your product team representative for further information on how to deal with fictitious companies, names, addresses, email addresses, phone numbers, etc. in your product. For technical products, you may also check with the product team representative whether localized fictitious content is required or not (e.g. Visual Studio).

Recurring Patterns

This section does not apply to Urdu.

Standardized Translations

There are a number of standardized translations mentioned in all sections of this Style Guide. In order to find them more easily, the most relevant topics and sections are compiled here for you reference.

- The importance of standardization
- Standard Phrases in Error Messages
- Standard Phrases in Documentation
- Copyright notice

Unlocalized Items

Trademarked names and the name Microsoft Corporation shouldn't be localized. A list of Microsoft trademarks is available for your reference at the following location: http://www.microsoft.com/trademarks/t-mark/names.htm.

Word	Comment
Microsoft	Microsoft trademark
Microsoft Access	Microsoft trademark/ Product Name
Microsoft Excel	Microsoft trademark/ Product Name
Microsoft FrontPage	Microsoft trademark/ Product Name
Microsoft InfoPath	Microsoft trademark/ Product Name
Microsoft Office	Microsoft trademark/ Product Name
Microsoft Office Document Imaging	Microsoft trademark/ Product Name
Microsoft Office Live Meeting	Microsoft trademark/ Product Name
Microsoft Office Picture Manager	Microsoft trademark/ Product Name
Microsoft Office System	Microsoft trademark/ Product Name
Microsoft OneNote	Microsoft trademark/ Product Name
Microsoft Outlook	Microsoft trademark/ Product Name

Word	Comment
Microsoft PhotoDraw	Microsoft trademark/ Product Name
Microsoft PowerPoint	Microsoft trademark/ Product Name
Microsoft Project	Microsoft trademark/ Product Name
Microsoft Publisher	Microsoft trademark/ Product Name
Microsoft Visio	Microsoft trademark/ Product Name
Microsoft Word	Microsoft trademark/ Product Name
Or any variations such as Microsoft Office Access	Microsoft trademark/ Product Name
F1	Command
Shift+F1	Command
Shift+F10	Command
Esc	Command
F10	Command
Tab	Command
Esc	Command
Alt+Spacebar	Command
Alt+-	Command
Alt+Enter	Command
Alt+F4	Command
Alt+F6	Command
Alt+Prnt Scrn	Command
Prnt Scrn	Command
Ctrl+Esc	Command
Ctrl+F6	Command
Ctrl+Tab	Command
Ctrl+Shift+Esc	Command

Using the Word Microsoft

In English, it is prohibited to use MS as an abbreviation for Microsoft. Please follow the same procedure in Urdu. Microsoft should not be translated or transliterated in any case; it should be retained in English.

Software Considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

Refer to http://msdn.microsoft.com/library/aa511258.aspx for a detailed explanation of the Windows user interface guidelines (English).

User Interface

Menus and Ribbon

Menu names and Ribbon tabs names should be consistently translated in all localized products; the same US term should have identical translation in all localized applications. If an exception to the rule is necessary, please approve the new translation with the Urdu Terminologist.

In general, you should always try to translate menu items and Ribbon tabs using nouns in nominative case:

Where it is not possible to use a noun, use verb in the infinitive, or other parts of speech.

Commands

Command names should be consistently translated in all localized products, the same US term should have identical translation in all localized applications. If an exception to the rule is necessary, please approve the new translation with the Urdu Terminologist.

Command names translated as verbs, e.g. **Save** (محفوظ), **Cut** (کاٹیں), **Paste** (جوڑیں), always in the infinitive. Many command names are translated as nouns, always in the nominative case, e.g. **List** (فہرست), **Break** (توڑ).

Dialog Box Components

When translating dialog box interface you should remember that you are expected to use consistent terminology and language style in all dialog boxes not only within currently localized application. You also need to ensure that your translations are consistent with translations in other localized applications. This is particularly important when localizing common (identical) dialog boxes found in several applications. An example of such common dialog boxes that often contain the same terminology are dialog boxes **Spelling** (ہجے).

Dialog Box Titles

Whenever possible, the main titles of the dialog boxes should be translated as nouns,

Dialog Box Options Group Headings

The dialog box options group headings can be grammatically connected to the options they represent.)

Dialog Box Tabs

The dialog box tabs are usually nouns, always in the nominative case:

Buttons

The general rule for button names is that verbs are translated as verbs, e.g. **Cut** (کاٹیں), **Remove** (ہٹائیں); and nouns are translated as nouns, e.g. **Help** (مدد), **Keyboard** (کلیدی تختہ); the same applies to other parts of speech, e.g. **General** (عمومی).

There are several exceptions though, like **Cancel (**منسوخ), **New** (نیا).

Drop Down Lists/Tables In Dialog Boxes

The list titles and list elements cannot be grammatically connected and they do not take any inflection to reflect connection between the list title and the elements of that list. Nevertheless try to make them as grammatically connected as possible, for example, adjectives should have the same gender (feminine, neutral or masculine) as the nouns they modify**:**.

Verb Forms

English verbs can be translated either with an imperfective or perfective form of a Urdu verb depending on whether it is a repetitive or a single action. For example, **Update ID** should be translated as **ID**تازہ کریں.

Messages

Messages are on-line warnings, instructions, or descriptions that inform the user about the product or the conditions that may require special consideration. There are two types of messages: Informative Messages and Interactive Messages.

Informative messages an informative message appears in a message box or in the status bar at the bottom of the screen.

Interactive messages an interactive message usually appears in a message box and requires a response or an action.

It is important not to be too literate when translating messages. Do not forget that you are limited in many ways by the total number of characters allowed in a message. The following table shows two frequently found ambiguities and the work around for a better translation:

English	Urdu	Rational
Windows cannot open this file	Windows(+)یہ مسل نہیں کھول سکتی	

Avoiding wordiness

Do not use extra words if they do not add to sentence/string meaning and are not needed to complete grammatical structure of a string.

English example	Urdu example
Do you want to save this file?	کیا آپ مسل محفوظ کرنا چاہتے ہیں؟(+)

Continuous operations

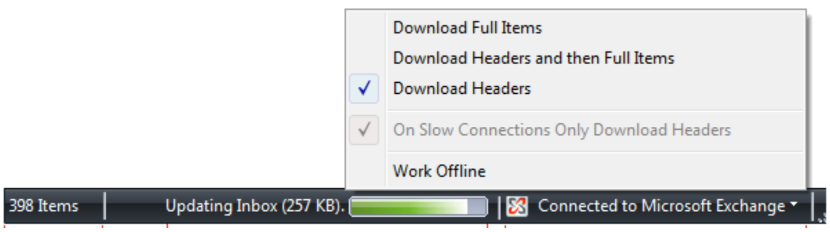
Continuous operations are usually expressed in English with a gerund which should be translated into Urdu by either a reflexive verb.

English example	Urdu example
Printing Defaults	طے شدہ طباعت(+)
Downloading data	کوائف ڈاؤن لوڈ(+)

Status Messages

What is a Status Bar Message?

A status bar message is an informational message about the active document or a selected command as well as about any active or selected interface item. Messages are shown in the status bar at the bottom of the window when the user has chosen a menu, a command or any other item, or has started a function. The status bar messages refer to actions being performed or already complete (for example in Outlook below).



Urdu Style in Status bar Messages

In English, the status bar messages have different forms dependent on the information they must convey. In *Urdu,* menu and commands status bar messages should follow the format below.

Name	Urdu Name	Category	English Status Bar message	Urdu Status Bar message
Edit	(+) تدوین	menu	Contains editing commands	(+) تدوین کاری احکامات پر مشتمل ہے
Copy to Folder...	(+) فولڈر میں نقل کریں۔۔۔	menu	Copies the selected items to a new location	(+) نئے محل وقوع پر منتخب اشیاء کو نقل کرتا ہے
New	(+) نیا	command	Creates a new document	(+) نئی دستاویز تیار کرتا ہے
			Make object visible?	(+) شے کو مرئی بناتا ہے؟
			Word is converting the document. Press Esc to stop.	(+) Word دستاویز کو بدل رہا ہے۔ روکنے کے لیے Esc دبائیں۔
			Datasheet View	(+) کوائف شیٹ منظر

Name	Urdu Name	Category	English Status Bar message	Urdu Status Bar message
			Done	(+) مکمل

The importance of standardization

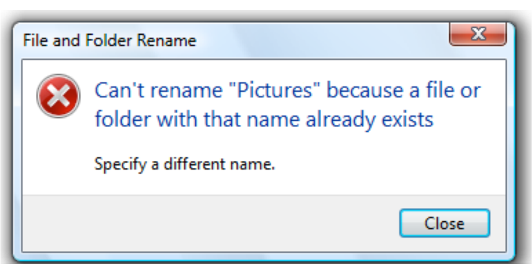
In the US product you can often find messages that are phrased differently even though they have the same meaning. Try to avoid this in the localized Urdu version. Use one standard translation as in the examples below:

English term	Correct Urdu translation
Press F1 to get Help	(+) مدد حاصل کرنے کے لیے F1 دبائیں
If you want Help press F1	
To get Help press F1	
Not enough memory	(+) ناکافی میموری
Insufficient memory	
There is not enough memory	
Save changes to %1?	(+) کیا آپ %1 پر تبدیلیاں محفوظ کرنا چاہتے ہیں؟
Do you want to save changes to %1?	

Error Messages

What Is An Error Message?

Here is an example:



Error messages are messages sent by the system or a program, informing the user that there is an error that must be corrected in order for the program to keep running. For example, the messages can prompt the user to take an action or inform the user of an error that requires rebooting the computer.

Urdu Style in Error Messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate as they appear in the US product.

Standard Phrases in Error Messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

Examples:

English	Translation	Example	Comment
Cannot … Could not …	(+) نہیں کر سکتا----- (+)نہیں کر سکا-----	(+)فائل نہیں کھول سکتا---- (Present) فائل نہیں کھول سکا--- (Past)	Please use Present tense examples in the translations
Failed to … Failure of …	(+)ناکام ہو گیا بطرف ----- (+)ناکام از---		
Cannot find … Could not find … Unable to find … Unable to locate …	(+)ڈھونڈ نہیں سکتا--- (+)ڈھونڈ نہیں سکا--- (+)ڈھونڈنے میں نااہل--- (+)تلاش کرنے میں نااہل---	(+)فائل ڈھونڈ نہیں سکتا--- (Present) فائل ڈھونڈ نہیں سکا---(Past) (+)فائل ڈھونڈنے میں نااہل---- فائل تلاش کرنے میں نااہل---	Please use Present tense examples in the translations
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+)کافی میموری نہیں ہے (+)ناکافی میموری (+)کافی میموری موجود نہیں ہے (+)کافی میموری دستیاب نہیں ہے		Please use Present tense examples in the translations
... is not available ... is unavailable	(+) --- دستیاب نہیں ہے (+)--- دستیاب نہیں ہے		Please use Present tense examples in the translations

Error Messages Containing Placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>".

"INI file "%1!-.200s!" section" means "INI file "<string>" section".

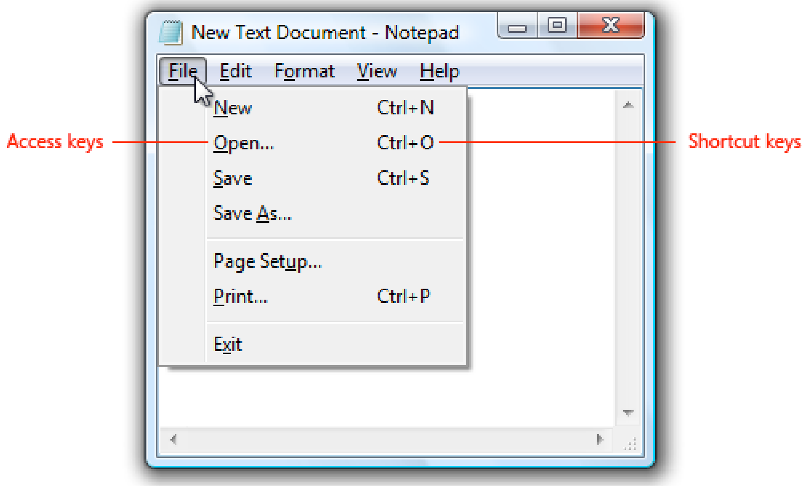
Same procedure may be followed for Urdu.

Keys

The *keyboard* is the primary input device used for text input in Microsoft Windows. For accessibility and efficiency, most actions can be performed using the keyboard as well. While working with Microsoft software, you use keys, key combinations and key sequences.

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

Access Keys/Hot keys



Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to access keys (also known as hot keys) that allow you to run commands, perform tasks, etc. more quickly.

Hot Key Special Options	Usage: Is It Allowed?	Notes
"Slim characters", such as I, l, t, r, f can be used as hot key	NO	
Characters with downstrokes, such as g, j, y, p and q can be used as hotkeys	NO	
Extended characters can be used as hotkeys	NO	
An additional letter, appearing between brackets after item name, can be used as hotkeys	NO	
A number, appearing between brackets after item name, can be used as hotkey	NO	

Hot Key Special Options	Usage: Is It Allowed?	Notes
A punctuation sign, appearing between brackets after item name, can be used as hotkey	NO	
Duplicate hotkeys are allowed when no other character is available	NO	
No hotkey is assigned when no more characters are available (minor options only)	NO	

Additional notes: n/a

Arrow Keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

Numeric Keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. In case which keys to be pressed is not obvious, provide necessary explanations.

Shortcut Keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and they are sometimes given next to the command they represent. In opposition to the access keys, which can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard Shortcut Keys

US Command	US English Shortcut Key	Urdu Command	Urdu Shortcut key
General Windows Shortcut keys			
Help window	F1	دریچہ مدد	F1
Context-sensitive Help	Shift+F1	سیاق و سباق- حساسیت مدد	Shift+F1
Display pop-up menu	Shift+F10	پوپ اپ مینیو ڈسپلے	Shift+F10
Cancel	Esc	منسوخ	Esc
Activate\Deactivate	F10	مینیو بار موڈ فعال/غیر فعال	F10

US Command	US English Shortcut Key	Urdu Command	Urdu Shortcut key
menu bar mode			
Switch to the next primary application	Alt+Tab	اگلی ابتدائی ایپلی کیشن پر سوئچ کرنا	Alt+Tab
Display next window	Alt+Esc	اگلا دریچہ ڈسپلے کرنا	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	دریچے کے لیے پوپ اپ مینیو ڈسپلے کرنا	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	فعال بچہ دریچے کے لیے پوپ اپ مینیو ڈسپلے کرنا	Alt+-
Display property sheet for current selection	Alt+Enter	حالیہ انتخاب کے لیے خواص شیٹ ڈسپلے کرنا	Alt+Enter
Close active application window	Alt+F4	فعال ایپلی کیشن دریچہ بند کرنا	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ایپلی کیشن (غیر موڈ۔شکایت) میں اگلے دریچے پر سوئچ کرنا	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	تختہ تراشہ پر فعال دریچہ نقش گرفت کرنا	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	تختہ تراشہ پر ڈیسک ٹاپ نقش گرفت کرنا	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	ٹاسک بار میں شروع بٹن تک رسائی حاصل کرنا	Ctrl+Esc
Display next child window	Ctrl+F6	اگلا بچہ دریچہ ڈسپلے کرنا	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	اگلا لیبل شدہ دریچہ ڈسپلے کرنا	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	ٹاسک مینیجر اور نظام ابتداکاری کا اجراء کرنا	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	نئی فائل	Ctrl+N
File Open	Ctrl+O	فائل کھولیں	Ctrl+O

US Command	US English Shortcut Key	Urdu Command	Urdu Shortcut key
File Close	Ctrl+F4	فائل بند کریں	Ctrl+F4
File Save	Ctrl+S	فائل محفوظ کریں	Ctrl+S
File Save as	F12	فائل محفوظ کریں بطور	F12
File Print Preview	Ctrl+F2	فائل کا چھپائی پیش منظر	Ctrl+F2
File Print	Ctrl+P	فائل چھاپیں	Ctrl+P
File Exit	Alt+F4	فائل اخراج کریں	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	تدوین کالعدم کریں	Ctrl+Z
Edit Repeat	Ctrl+Y	تدوین دھرائیں	Ctrl+Y
Edit Cut	Ctrl+X	تدوین کاٹیں	Ctrl+X
Edit Copy	Ctrl+C	تدوین نقل کریں	Ctrl+C
Edit Paste	Ctrl+V	تدوین جوڑیں	Ctrl+V
Edit Delete	Ctrl+Backspace	تدوین حذف کریں	Ctrl+Backspace
Edit Select All	Ctrl+A	تدوین تمام منتخب کریں	Ctrl+A
Edit Find	Ctrl+F	تدوین ڈھونڈیں	Ctrl+F
Edit Replace	Ctrl+H	تدوین بدلیں	Ctrl+H
Edit Go To	Ctrl+B	تدوین جائیں بطرف	Ctrl+B
Help Menu			
Help	F1	مدد	F1
Font Format			
Italic	Ctrl+I	اٹالک	Ctrl+I
Bold	Ctrl+G	جلی	Ctrl+G
Underlined\Word underline	Ctrl+U	خط کشیدہ/ حرف خط کشیدہ	Ctrl+U
Large caps	Ctrl+Shift+A	بڑے حروف	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	چھوٹے حروف	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	بمرکز	Ctrl+E

US Command	US English Shortcut Key	Urdu Command	Urdu Shortcut key
Left aligned	Ctrl+L	بائین سیدھ	Ctrl+L
Right aligned	Ctrl+R	دائیں سیدھ	Ctrl+R
Justified	Ctrl+J	سیدھ کریں	Ctrl+J

Document Translation Considerations

Document localization may require some specific considerations that are different from software localization. This section covers a few of these areas.

Titles

In English the titles for chapters usually begin with "How to …" or with phrases such as "Working with …" or "Using …".

General guidelines when translating titles:

- Avoid resorting to literal or word by word translation. The Target should read as original in simple and understandable way.
- Avoid the use of American idioms or Microsoft jargon/acronyms/abbreviations that would not be readily understood in the Urdu market.
- If something seems to be unsuitable for a market either because it is “too American” or culturally inappropriate, alert your Microsoft PU contact

Consistency

Consistency is very important, and all related titles should be translated consistently. In a few cases it might be advisable to adopt a solution different from the above guidelines, e.g. by using infinitives only, if this ensure better consistency and improved understand ability for the end user.

Recurring patterns

When translating titles there are certain recurrent patterns that you should pay attention to, as indicated below:

A few examples of course titles:

Source	Target
What's New in <*product name*>	(+)نیا کیا ہے در <*product name*>
Getting Started with <*product name*>	(+)شروع کریں در <*product name*>

Copyright

Copyright protection is granted to any original work of authorship fixed in any tangible medium of expression from which it can be perceived, reproduced, or communicated.

Source	Target
Portions Copyright(c) 2002 SRS Labs, Inc.	حصے Copyright(c) 2002 SRS Labs, Inc